

Message Text

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 CIAE-00 COME-00 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 /049 W

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R 151747Z JAN 75

FM AMEMBASSY PANAMA

TO SECSTATE WASHDC 2767

UNCLAS PANAMA 0268

EO 11652: N/A

TAGS: BEXP, PN

SUBJ: COMMERCIAL PRESENCE FAIRS PROGRAM

REF: (A) STATE 279299; (B) PANAMA A-71, APRIL 18, 1974

1. ONLY FAIR IN PANAMA OF SIGNIFICANCE FOR US EXPORT PROMOTION PURPOSES IS DAVID INTERNATIONAL FAIR. USIS AND PANAMA CANAL COMPANY REGULARLY MOUNT BOOTHS OR EXHIBITS AT THIS ANNUAL EVENT IN WESTERN PANAMA. IT IS NOT BELIEVED SUFFICIENTLY IMPORTANT, HOWEVER, TO WARRANT OUTLAYS OF MANHOURS AND FUNDS REQUIRED FOR COMMERCIAL PRESENCE FAIRS (CPF).

2. BECAUSE THIS FAIR NEVERTHELESS COMMERCIALLY SIGNIFICANT, EMBASSY COMMERCIAL SECTION FOR FIRST TIME IN 1974 COLLABORATED WITH USIS IN DESIGN, MOUNTING AND MANNING AJOINT EXHIBIT. AGATTACHE CONTRIBUTED \$100 TOWARD COSTS. IN ADDITION TO PROVIDING FILM STRIPS, POSTERS AND HANDOUTS. COMATT SECURED POSTERS, LITERATURE, OTHER PROMOTIONAL MATERIALS FROM US AND LOCAL SUPPLIERS OF AMERICAN AGRICULTURAL, INDUSTRIAL AND CONSTRUCTION EQUIPMENT. COMMERCIAL LIBRARY REFERENCES ALSO DISPLAYED AND USED AT FAIR. DETAILS CONTAINED REF B.

3. WHILE DAVID FAIR WOULD NOT APPEAR TO QUALIFY FOR FULL TYPE B (CPF) FUNDING, EMBASSY BELIEVES IT WARRANTS CONTINUED US PARTICIPATION ON SCALE OF OUR EXHIBIT LAST YEAR. OVERALL COSTS WERE ABOUT \$1,000 WHICH IS CONSIDERABLY LESS THAN \$30-50,000 GUIDELINE FOR TYPE B CPF. CONTINUED BUDGET RESTRAINTS MAKE IT
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INCREASINGLY DIFFICULT FOR POST TO FUND EVEN THIS NOMINAL COST WITHOUT SPECIAL ALLOTMENT FROM APPROPRIATE WASHINGTON AGENCIES.

EMBASSY WOULD, THEREFORE, APPRECIATE CONSIDERATION BY USDOC AND/
OR OTHER AGENCIES OF SPECIAL ALLOTMENT OF UP TO \$1,000 FOR THIS
PURPOSE. THIS WOULD BE SIFFICIENT TO COVER SPACE RENTAL,
CONSTRUCTION AND INCIDENTAL COSTS IN EXISTING EXHIBIT BUILDINGS.
USDOC COMMENT ALSO REQUESTED ON POSSIBLE AGRICULTURAL MACHINERY
AND EQUIPMENT CATALOG EXHIBIT AT MARCH 1976 DAVID FAIR.
JORDEN

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